

EAR 1:

To the right is an example of what I would want my flyer to look like. Usually on flyers I don't like many colors but this flyer makes it work. The sizing and the boldness of the words makes it appealing to the eyes. The topic of this flyer is already not appealing so I like that the poster itself is.



To the left is another example of what I would want my flyer to look like. I like flyers that are simple with information and gets to the point. I don't like flyers that have extra information that isn't really needed because I often times don't really care to read it all. The colors are very soothing to the eyes and it is short yet simple.

I'm not really a fan of this flyer. I just don't like how there are so many dates and things everywhere. I like flyers to be short and simple. Looking at this flyer no one is going to remember when something is and when something else is. I do like the heading of the flyer because I think it really emphasizes the importance and that is Latino Heritage Month.



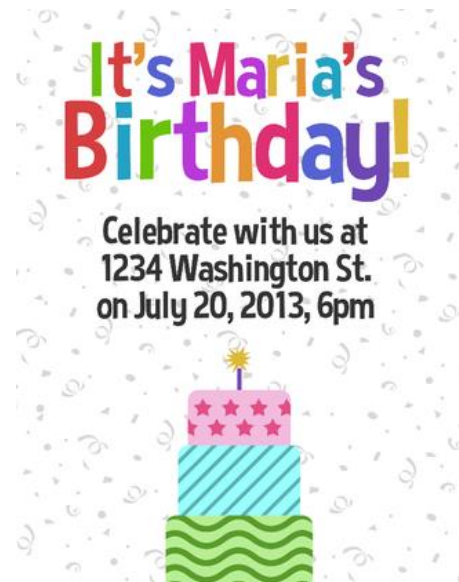
EAR 2:

EAR 2:

The St. Patty's flyer is easy to read and is appealing to the eye which makes me want to continue reading it. I like this flyer a lot. I think it is decorated nicely and I like the light and darker green coloring.



This is an example of a flyer that I do not like. There's just too much going on it. It's all bundled together which makes it confusing. No one is going to want to take the time to read it all. It just isn't appealing to the eye at all.



I think this flyer is done pretty well. Usually on flyers you want like three main colors but all the colors work. It's for a kid's birthday so it makes it playful and friendly to the people they are inviting to the party.

EAR 3:



Contrast: Different font size and writing style

Repetition: The writing is all in white

Alignment: The title is in the middle but then everything else is aligned more so to the right

Proximity: When, where, and contact information are in one area

Purpose: To let people know about a cancer benefit

Audience: Anyone

Genre: Informative

Engagement: They want people to attend the benefit and help out



Contrast: Each section has a way of making it stand out like the picture at the top or the box at the bottom

Repetition: Info is all at the bottom

Alignment: Aligned neatly

Proximity: Picture is at the top but all the information like where, when, and who is at the bottom

Purpose: To inform people about bullying and a speaker who is addressing the problem

Audience: Students

Genre: Informative

Engagement: They want people to say no to bullying

FRIENDSHIP

Community Day

Campus of Friendship Baptist Church



Saturday, May 4, 2013

10 am—2 pm

Find resume assistance, career clothing,
interviewing tips, Ashley job fair,
blood pressure, cholesterol, BMI,
and other health screenings,
free groceries, car wash,
car fluid check-up,
haircuts, nails,
massages, lunch,
and
children's activities.

Therefore, if anyone is in
Christ, he is a new creation.
The old has passed away;
behold,
the new has come.
2 Corinthians 5:17

85 Friendship Road
Ecru, Mississippi 38841

ALL THIS FOR FREE!

Contrast: Each of the sections has its own way of making it stand out especially with the picture and color at the top

Repetition: Same color font and all that

Alignment: Information is aligned to the right and then there is a box on the left

Proximity: Everything has its own place

Purpose: To let people know about friendship community day

Audience: Families, children, students

Genre: Informative

Engagement: They want people to join in on this friendship community day

EAR 4:



Smoking is bad for you but these tobacco companies are thanking buyers for purchasing their products. They don't care about the well-being or health of the person buying the products but they care about all the money they are making off the people.



Bulimia is something serious and this satire makes a joke out of a serious problem people have. They look at it like when you throw up it has twice the taste and no calories puking.



This satire is showing that people who graduated and have degrees are still unemployed and that their degrees didn't do much for them. In the picture there's a man who looks tired and has been unemployed for a while. Someone who just graduated in 2012 comes to join the unemployment line and it becomes an ongoing cycle basically.